

CHARLIE BAKER
Governor



KARYN POLITO
Lt. Governor

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CONTACT

William Pitman

william.pitman@state.ma.us



Governor Baker Moderates Digital Health Discussion at U.S.- Israel Growth Summit

TEL AVIV – Governor Charlie Baker today moderated a discussion between Athena Health CEO and President, Jonathan Bush, and Optum Inc. CEO, Larry Renfro, entitled “From Startup to Fortune 500 Digital Health Company in the USA” at the U.S.-Israel Growth Summit held at Tel Aviv University. The U.S.-Israel Growth Summit brings an unprecedented number of CEOs, CIOs, government officials, and higher education officials together with Israeli digital health and cybersecurity businesses of all sizes for the first time ever.

“Our administration is committed to investing in the revolutionary technologies that will underpin the next generation of digital health developments,” **said Governor Baker.**

“Showcasing two very successful members of the Massachusetts digital health economy and highlighting our talent pool, innovative economy, investment opportunities, and collaborative

environment before the Israeli business community was a tremendous opportunity.”

“Together with Governor Baker and the members of the Massachusetts Digital Health Council, we are looking forward to exploring the enormous technological innovations taking place in Israel and across other geographic and market sectors,” **said Jonathan Bush, CEO of athenahealth**, “Massachusetts continues to be a breeding ground for healthcare talent and breakthroughs. Now, as we experience the effects of networks and the power of the cloud – we have the opportunity to blend our existing knowledge with global technology expertise and capabilities to drive new levels of clinical and financial performance across the healthcare industry.”

“We know from experience that bringing Israeli and Bay State leaders together, face to face, is a critically important means of forging strong bonds and real, bilateral economic engagement over the long term,” **said Dan Trajman, CEO of the New England Israel Business Council**. “Our mission's particular focus on digital health is a testament to the many synergies and opportunities presented by innovators in Israel and Massachusetts that are making tremendous strides in this field.”

The half-day conference showcased Massachusetts’ burgeoning digital health and cybersecurity industries. In January, the Governor announced [a comprehensive public-private initiative](#) aimed at making Massachusetts the national leader in digital health. Massachusetts’ existing strength in medical devices, information technology, health care delivery, the life sciences, and insurance, combined with the region’s research leadership in emerging fields like big data, advanced materials, and the internet of things, puts the Commonwealth Massachusetts in a unique position to capitalize on the technological convergence trends that are creating digital health.

Earlier this year, [Bloomberg](#) and the [Milken Institute](#) named Massachusetts the most innovative state in the country and the [U.S. Chamber of Commerce](#) ranked Boston as the place best positioned to lead the digital economy.

A strong cybersecurity underpinning is also necessary for digital health to reach its potential. Home to thirty-five of the most innovative cybersecurity companies in the country and several advanced academic programs focused on the topic, Massachusetts is a natural partner and presents tremendous opportunity for Israeli companies seeking foreign customers or a location to grow to scale outside of their country. More than 200 Israeli-

founded businesses already operate in greater Boston, generating \$9.3 billion worth of revenue, which accounted for 4% of the state's GDP in 2015.

Cybersecurity is a foundational piece for Massachusetts' larger emerging technology economy. The Commonwealth's researchers and employers are advancing a world where many daily functions, from using a medical device, to self-driving cars, to heavy industrial machinery, are wired to the internet and in need of electronic security.

The Summit was organized by the Commonwealth of Massachusetts Economic Mission to Israel, led by Governor Baker and the Blavatnik Interdisciplinary Cyber Research Center, with an aim on connecting the Israeli digital health and cybersecurity businesses ecosystem with high-ranking members of the delegation. Several topics were discussed throughout the Summit in addition to cybersecurity and digital health, including: U.S. market access, emerging trends, industry challenges, the investment landscape, and opportunities for growth.

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